

Email Newsletter Relaunch

Client: Vicor

Objective: To relaunch/rebrand the existing Vicor customer email newsletter which had become too long, complex and costly; also to take over the project management of the campaign.

Activities: Napier initially advised on and created a new design which was easy-to-read and navigate, as well as being more cost-effective to produce and manage. Confusing vertical issues were discontinued and the newsletter broken down into 6 regular section on a single page, encompassing news items, applications stories, technical tips, quizzes and events news.

Results: Napier created a modern, eye-catching design for the newsletter, which is now issued regularly with fresh, up-to-date and easy-to-read content. We have halved the time and cost of producing each issue and with Napier now handling the project management, this has allowed Vicor to focus attention on other key marketing activities. Open rates have increased and responses to the quiz have grown with each issue, increasing Vicor's communications to both customers and prospects.